

ABSTRACT OF THE DISCLOSURE

A center terminal to be used in an information providing system for providing related information that is related to advertising content 5 associated with video content is provided. The center terminal includes: a part for receiving user information, content information for identifying the video content and locating information for locating advertising content; a part for storing, for each 10 video content, identification information of advertising content and locating information corresponding to the advertising content; a storing part for obtaining identification information of advertising content by using the content information 15 and the locating information, and storing the identification information or related information on the advertising content; a sending part for sending the related information on the basis of the user information.